

IN THE CLAIMS

Please amend the claims as follows:

--1-167. (CANCELLED)

5 168. (PREVIOUSLY AMENDED) A system for displaying programming material to a user, the system comprising:

a printed ticket of admission having at least one machine recognizable feature;

a feature recognition unit having associated therewith

10 a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

an intelligent controller having associated therewith

15 a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming material.

20 169. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

170. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an image data link.

171. (ORIGINAL) A system as defined in claim 169 wherein
5 said data link comprises a video data link.

172. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises a programming data link.

10 173. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises a sound data link.

174. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an online data link.

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175. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an online shopping data link.

176. (ORIGINAL) A system as defined in claim 169 wherein
20 said data link comprises a pictorial data link.

177. (ORIGINAL) A system as defined in claim 169 wherein
said data link comprises an electronic data link.

178. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. (ORIGINAL) A system as defined in claim 169 wherein
5 said data link comprises an "information superhighway" data link.

180. (ORIGINAL) A system as defined in claim 179 wherein
10 said "information superhighway" data link comprises the internet.

181. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises the
world wide web.

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182. (ORIGINAL) A system as defined in claim 179 wherein
said "information superhighway" data link comprises a
computer network.

20 183. (PREVIOUSLY AMENDED) A system as defined in claim 179
wherein said "information superhighway" data link comprises
an integrated service digital network (ISDN).

184. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

5 185. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a cable television CATV line.

10 186. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

15 187. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide area network.

188. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

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189. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

5 191. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

10 192. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

15 193. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

194. (CURRENTLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a radio frequency (RF) cellular network.

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195. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. (ORIGINAL) A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. (ORIGINAL) A system as defined in claim 168 wherein
5 said at least one machine recognizable feature comprises an invisible bar code.

198. (ORIGINAL) A system as defined in claim 168 wherein
10 said at least one machine recognizable feature comprises a magnetic code.

199. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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200. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

20 201. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

202. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

5 203. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

204. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

205. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

206. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

207. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. (ORIGINAL) A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. (ORIGINAL) A system as defined in claim 168 wherein
5 said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. (ORIGINAL) A system as defined in claim 168 wherein
10 said at least one machine recognizable feature comprises a binary code.

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211. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a digital watermark.

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212. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a magnetic strip.

20 213. (ORIGINAL) A system as defined in claim 168 wherein
said at least one machine recognizable feature comprises a code.

214. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

5 215. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. (ORIGINAL) A system as defined in claim 168 wherein
10 said at least one machine recognizable feature comprises an online shopping service code.

217. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a
15 home shopping service code.

218. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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219. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

220. (ORIGINAL) A system as defined in claim in 168 wherein said programming material comprises information.

221. (ORIGINAL) A system as defined in claim 220 wherein
5 said information comprises information about an event facility.

222. (ORIGINAL) A system as defined in claim 221 wherein said event facility comprises an arena.

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223. (ORIGINAL) A system as defined in claim 221 wherein said event facility comprises a theater.

224. (ORIGINAL) A system as defined in claim 220 wherein
15 said information comprises information about seat location.

225. (ORIGINAL) A system as defined in claim 220 wherein said information comprises seat location illustrations.

20 226. (ORIGINAL) A system as defined in claim 220 wherein said information comprises event facility information.

227. (ORIGINAL) A system as defined in claim 220 wherein said information comprises traveling directions to said event facility.

5 228. (ORIGINAL) A system as defined in claim 220 wherein said information comprises event venue information.

229. (ORIGINAL) A system as defined in claim 220 wherein said information comprises event information.

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cont* 10 230. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about other events at an event facility.

15 231. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the background of an event.

20 232. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about the participants of an event.

233. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about sponsors of an event.

5 234. (ORIGINAL) A system as defined in claim 220 wherein said information comprises information about promoters of an event.

10 235. (ORIGINAL) A system as defined in claim 220 wherein said information comprises reviews of an event.

236. (ORIGINAL) A system as defined in claim in 168 wherein said programming material comprises a service.

15 237. (ORIGINAL) A system as defined in claim 236 wherein said service includes displaying promotional programming material on said display unit of said user.

20 238. (ORIGINAL) A system as defined in claim 236 wherein said service includes establishing a communication link with said user.

239. (ORIGINAL) A system as defined in claim 238 wherein said communication link includes conducting an interaction with said user via a telephone.

5 240. (ORIGINAL) A system as defined in claim 238 wherein said communication link includes conducting an interaction between a plurality of users via an online communication chat link.

DI cont 10 241. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises purchasing tickets for an event.

15 242. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises reserving tickets for an event.

20 243. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises an interaction with a fan club member.

244. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises posting reviews of an event.

245. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises purchasing memorabilia related to an event.

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246. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises purchasing event facility merchandise.

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Cont 10 247. (ORIGINAL) A system as defined in claim 238 wherein said communication link comprises a promotion to win tickets to an event.

248. (ORIGINAL) A system as defined in claim 168 wherein
15 said display unit comprises a personal computer.


249. (ORIGINAL) A system as defined in claim 250 wherein said personal computer comprises a laptop computer.

20 250. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a television.

251. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

5 252. (ORIGINAL) A system as defined in claim 251 wherein said device containing a microprocessor is hand-held.

253. (ORIGINAL) A system as defined in claim 251 wherein said device containing a microprocessor is portable.

 10 254. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

15 255. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an internet appliance.


256. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

20 257. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

258. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a simulated book.

259. (ORIGINAL) A system as defined in claim 168 wherein
5 said display unit comprises an intelligent terminal.

260. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a web-based television.

 10 261. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a pager.

262. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

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263. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a
20 personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

264. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit is linked to a personal computer.

5 265. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit is linked to a wireless interface.

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Cont 10 266. (ORIGINAL) A system as defined in claim 265 wherein said wireless interface comprises a wireless network.

267. (ORIGINAL) A system as defined in claim 266 wherein said wireless network comprises a cellular network.

15 268. (ORIGINAL) A system as defined in claim 265 wherein said wireless interface comprises a cellular telephone.

269. (ORIGINAL) A system as defined in claim 265 wherein said wireless interface comprises a pager.

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270. (ORIGINAL) A system as defined in claim 265 wherein said wireless interface comprises a wireless personal computer.

271. (ORIGINAL) A system as defined in claim 265 wherein said wireless interface comprises a personal digital assistant.

5 272. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit is linked to a personal digital assistant.

DL cont 10 273. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit is linked to an Internet appliance.

15 274. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit is linked to a television set.

20 275. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit comprises a portion of a cellular telephone.

276. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit comprises a portion of a personal digital assistant.

277. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit comprises a portion of a remote control unit.

5 278. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said feature recognition unit comprises a portion of a handwriting implement.

279. (CURRENTLY AMENDED) A method of providing a user
10 access to programming material, comprising the steps of:

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imprinting a machine recognizable feature within a
printed ticket of admission;

scanning said machine recognizable feature of said
printed ticket of admission; and

15 transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said printed
ticket of admission.

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280. (ORIGINAL) The method of claim 279 wherein said
communication link includes the Internet.

281. (CURRENTLY AMENDED) The method of claim 279 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol, ~~icon~~,
5 invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric characters, binary code, ~~digital~~
~~watermark~~, magnetic strip, code, analog pattern, and
hieroglyphic character.

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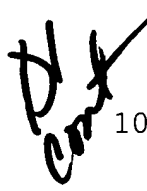
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282. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed ticket of admission, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5 printed ticket of admission, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

 10 printed ticket of admission and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed ticket of admission.

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283. (ORIGINAL) The method of claim 282 wherein said programming material comprises multimedia.

284. (CURRENTLY AMENDED) The method of claim 282 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and hieroglyphic character.--

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